

W D U Q

91.5 MCS.

DUQUESNE UNIVERSITY • PITTSBURGH 19, PA.

Active Member National Association of Educational Broadcasters • Associate Member Pennsylvania Association of Broadcasters

Dec. 11, 1961

RECEIVED

Samuel I. Connor, Direc.,
Office of Public Information,
Lehigh University,
Bethlehem, Pa.

DEC 14 1961

LEHIGH UNIVERSITY
OFFICE OF PUBLIC INFORMATION

Dear Mr. Connor:

Your circular request for information reached here last week but because of the press of pre-holiday activity has been set aside until this morning.

As I've written several other schools with problems similar to yours, it's almost impossible to give meaningful advice on the establishment of an FM broadcasting station because of so many variables and unknowns; the prime and secondary objectives of the station; possible integration of the curriculum and the station; possible use as a laboratory if communication courses are available; extent of university responsibility; space available, and a dozen other questions. -However, I'll answer the points you have listed.

1. The station (which has a non-commercial license) is maintained out of general university funds. (This runs in the neighborhood of \$30,000 a year, including four full-time salaries.)

2. The station is student staffed, principally by radio-tv majors, although staff positions are open to any student who can qualify. Management is professional; the two engineers are professional. I'm also on the faculty of the journalism department, teaching radio and tv subjects.

3. Student participation was noted above. Faculty members appear strictly as "talent" (non-remunerative).

4. Unless you're prepared to win in the field of rough competition, stay with the educational license. You'll also have greater control of program content.

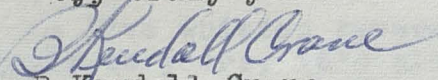
5. Programming is entirely for the general public and is on a cultural-enrichment-educational-information basis - WITHOUT being pontifical. Appeal is one of the most important factors in our programming.

6. With our 2.75kw ERP, we cover a radius of about 35 miles

7. Management of the station remains as a university function in the field of special activities. All departments may, and are urged to participate. You might say the radio service is offered in much the same way as blackboards, classrooms, heat, and other normal educational facilities.

After 20 years in the commercial broadcasting field and 12 years in educational radio and tv I feel that I'm qualified to be of some assistance in the planning for an FM (or other type) broadcasting station. If a personal visit to survey the potentials would be desirable, I'm at your service.

Very truly yours



B. Kendall Crane,
Director, WDUQ